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Evaluation of the impact of preventive information on natural risks with original immersive tools

I²PRI project : impact of preventive information

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1. Risk communication: various tools exist in France

Flyers, plays...



Information préventive aux populations

1957, le torrent est partout !

Document d'information communal sur les risques majeurs

Source: municipalities of Grenoble, Ceillac and Aiguilles

2. Which impact?


- Is it efficient?
- Do informed people know better how to behave?
- Which information tool is efficient?

3. « Safe and Sound? »

A tool to evaluate the impact of risk communication on people's knowledge and behaviour in the case of a real event

4. A video game and a play for one person

Based on flood and earthquake scenarios + observation and debriefing protocols



5. Allow to:

- Create dilemma situations
- Put into situation
- Go beyond questionnaires



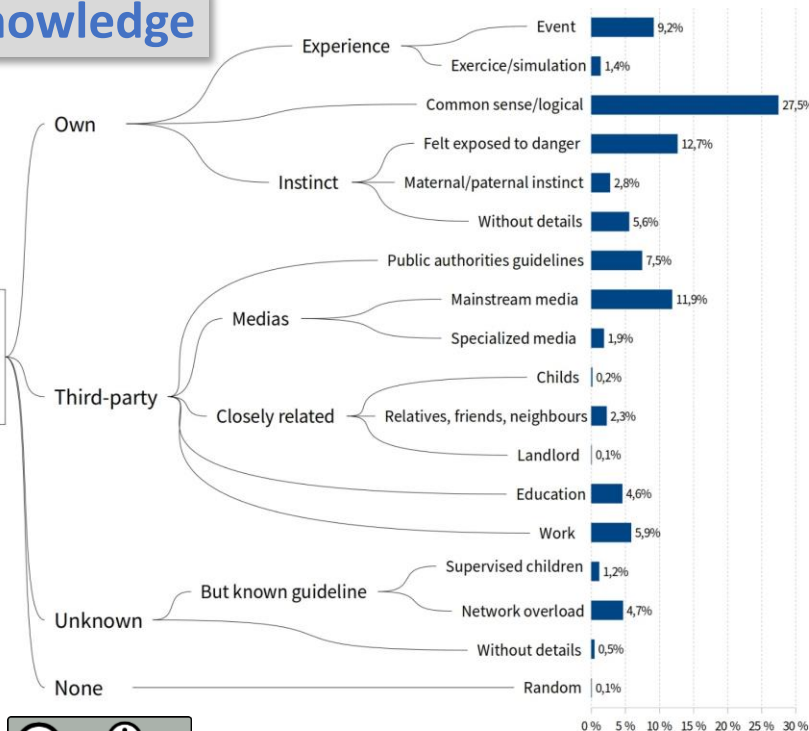
The experiment in figures

- 6 French alpine municipalities Grenoble – Claix – Meylan, Aiguilles, Ceillac, La Roche de Rame
- 18 days of surveys in 2019
- 217 participants

Source of knowledge

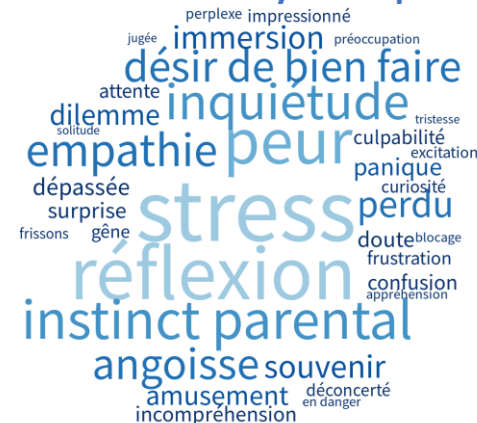
What is the source of the knowledge that led you to make your choice?

151 People interviewed
1888 Sources collected
classified in 18 categories

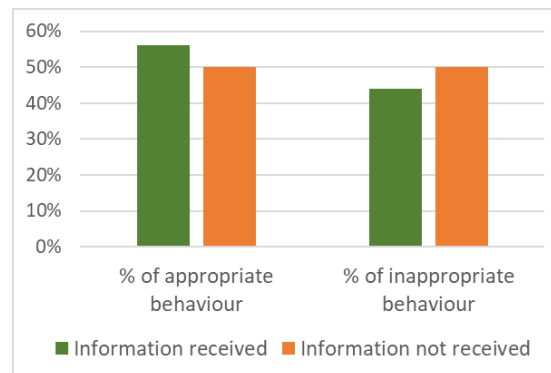


Side effects

- An interesting tool for raising awareness among the population
- Emotions caused by the experiment:



Impact of preventive information on behaviours



Perspectives

- Recommendations for stakeholders
- Evaluation protocol + user guide